

Thanks for participating in this research. Please read every screen carefully and answer to the best of your ability.

Continue »

What is your age?

Select one...



Continue »

What is your gender?

☐ Female

☐ Male

☐ Other

Continue »

Please select the highest degree or level of school you have completed:

☐ No high school diploma

☐ High school diploma or equivalent (e.g. GED)

☐ Some college or Associate's degree

☐ College graduate (Bachelor's degree)

☐ Graduate/Professional degree

☐ Prefer not to answer

Continue »

In what state do you live?

Continue »

Do you or does anyone else in your household work for any of the following:

(Select all that apply)

☐ Wireless network provider (e.g. Verizon, AT&T, T-Mobile)

☐ Market research firm

☐ Automobile manufacturer

☐ Mobile phone manufacturer (e.g. Apple, Google, LG, Motorola, Samsung)

☐ None of the above

Do you or does anyone else in your household work for any of the following:

(Select all that apply)

☐ Automobile manufacturer

☐ Mobile phone manufacturer (e.g. Apple, Google, LG, Motorola, Samsung)

☐ Wireless network provider (e.g. Verizon, AT&T, T-Mobile)

☐ Market research firm

☐ None of the above

Continue »

PX 2547.6

Have you taken a survey relating to any of the following in the past six months?

(Select all that apply)

☐ Prescription drugs

☐ Computers

☐ Mobile apps

☐ Automobiles

☐ Don't know

☐ None of the above

Have you taken a survey relating to any of the following in the past six months?

(Select all that apply)

☐ Mobile apps

☐ Automobiles

☐ Prescription drugs

☐ Computers

☐ Don't know

☐ None of the above

Continue »

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Which, if any, type of mobile phone(s) do you use?

(Check all that apply)

☐ iPhone

☐ Android phone (e.g. Samsung, LG, Motorola, Lenovo phones)

☐ Other type of mobile phone

☐ I don't use a mobile phone

Which, if any, type of mobile phone(s) do you use?

(Check all that apply)

☐ Android phone (e.g. Samsung, LG, Motorola, Lenovo phones)

☐ iPhone

☐ Other type of mobile phone

☐ I don't use a mobile phone

Which, if any, type of tablet(s) do you use?

(Check all that apply)

☐ Amazon Fire tablet

☐ Android tablet (e.g., a Samsung Galaxy Tab)

☐ Apple iPad

☐ Other type of tablet

☐ I don't use a tablet

Which, if any, type of tablet(s) do you use?

(Check all that apply)

☐ Apple iPad

☐ Amazon Fire tablet

☐ Android tablet (e.g., a Samsung Galaxy Tab)

☐ Other type of tablet

☐ I don't use a tablet

Continue

Who makes the purchase decisions about the phones and tablets that you use?

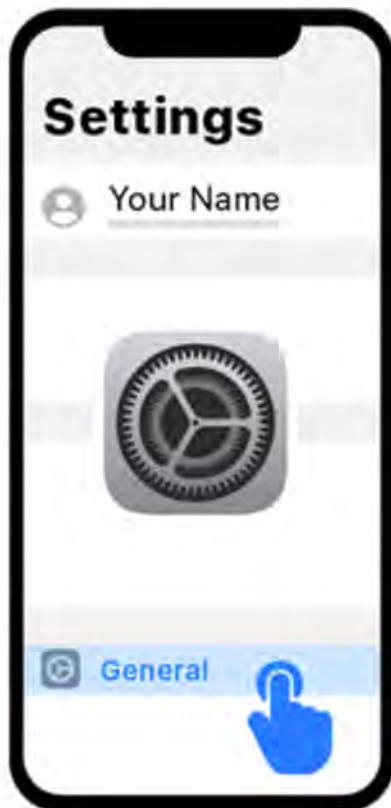
☐ I make the decisions myself or jointly with someone else

☐ Someone else makes the decisions

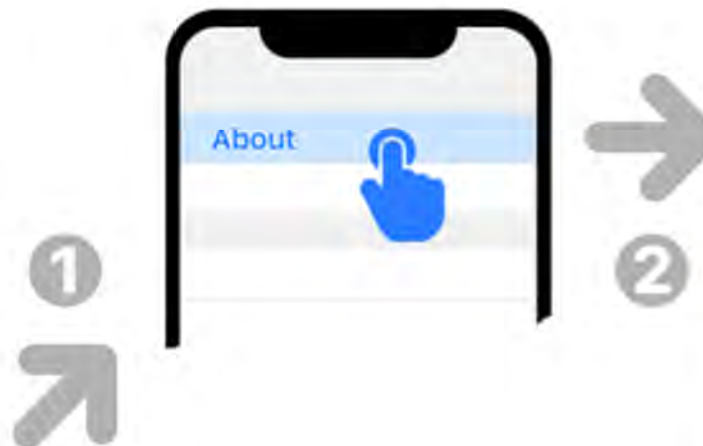
Continue »

For the following questions, you'll need to check the Settings on your iPhone. Follow the diagram to find the information. You will never be asked for any information that identifies your specific device.

In Settings, scroll down and tap "General"



Then tap "About"



Find your device's "Model Name" and "Model Number"



Continue »

What is the Model Name of your iPhone?

[Click here for how to find this on your device.](#)

Select one...



Continue »

What is the Model Name of your iPhone?

[Click here for how to find this on your device.](#)

✓ Select one...

iPhone 12 Pro Max

iPhone 12 Pro

iPhone 12

iPhone 12 mini

iPhone SE (2nd generation)

Continue »

Enter the first two digits of the Model Number of your iPhone. Again, this information cannot be used to identify your specific device.

[Click here for how to find this on your device.](#)

☐ Don't know

Continue »

Which, if any, type of computer(s) do you use?

(Check all that apply)

☐ Apple/Mac computer/laptop

☐ Windows computer/laptop

☐ Chromebook

☐ Other type of computer

☐ I don't use a computer

Which, if any, type of computer(s) do you use?

(Check all that apply)

☐ Chromebook

☐ Apple/Mac computer/laptop

☐ Windows computer/laptop

☐ Other type of computer

☐ I don't use a computer

Which, if any, type of game console(s) do you use?

(Check all that apply)

☐ Nintendo Switch

☐ Sony PlayStation

☐ Microsoft Xbox

☐ Nintendo Wii

☐ Atari Blizzard

☐ Other type of game console

☐ I don't use a game console

Which, if any, type of game console(s) do you use?

(Check all that apply)

☐ Sony PlayStation

☐ Microsoft Xbox

☐ Nintendo Wii

☐ Atari Blizzard

☐ Nintendo Switch

☐ Other type of game console

☐ I don't use a game console

The next few questions are about your mobile devices.

How long ago did you purchase or obtain this device?

iPhone	Select one... ▼
--------	--------------------

Continue »

The next few questions are about your mobile devices.

How long ago did you purchase or obtain this device?

iPhone

✓ Select one...

Less than a month ago

1-6 months ago

7-12 months ago

12-24 months ago

More than 24 months ago

Don't Know

Continue »

When do you anticipate replacing/upgrading your current device?

iPhone

Select one...



Continue »

When do you anticipate replacing/upgrading your current device?

iPhone

✓ Select one...

Within the next 3 months

3-12 months from now

12-24 months from now

More than 24 months from now

No plans to replace/upgrade device

Don't Know

Continue »

During the past 5 years, about how many times did you replace/upgrade your device?

iPhone

Select one...



Continue »

During the past 5 years, about how many times did you replace/upgrade your device?

iPhone

✓ Select one...

0

1

2

3

4

5 or more times

Don't Know

Continue »

We would now like to find out about the apps that you use on your mobile devices.

Please read the following screens carefully.

Many apps offer in-app purchases (IAPs), such as extra digital content and features, or subscriptions that you purchase within the app.

Continue »

Here are some examples of in-app purchases (IAPs):

- **Digital content** such as currency (coins/gems), extra lives/skins in a game app, or extra swipes in a dating app
- **Upgrades** to get rid of ads, access premium features or unlock a full version of an app

We are interested in your experience with such IAPs.

Continue »

We are **NOT** interested in purchases of **physical goods or services** that you **use outside of an app**.

Examples of purchases we are **NOT** interested in include:

- Ordering a ride on a ride-hailing app
- Buying clothes on an apparel app
- Getting groceries or food delivered through an app

Continue »

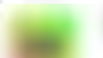




In addition to IAPs, we are interested in **subscriptions** for which you pay a weekly, monthly or annual fee **through the app store** to access content from the app.

We are **NOT** interested in subscriptions you **pay for outside of an app** - even if you access that content through the app.

Continue »

We are also **NOT** interested in fees you pay to download an app.

Here's a summary of which types of purchases are included in our research and which are not.

 In-App Purchase	\$1.23
 In-App Purchase	\$4.56
 Subscription	\$7.89
 Subscription	\$0.89
 iOS App	\$5.67



Include **in-app purchases** made in past 30 days



Include **subscriptions** paid for in past 30 days



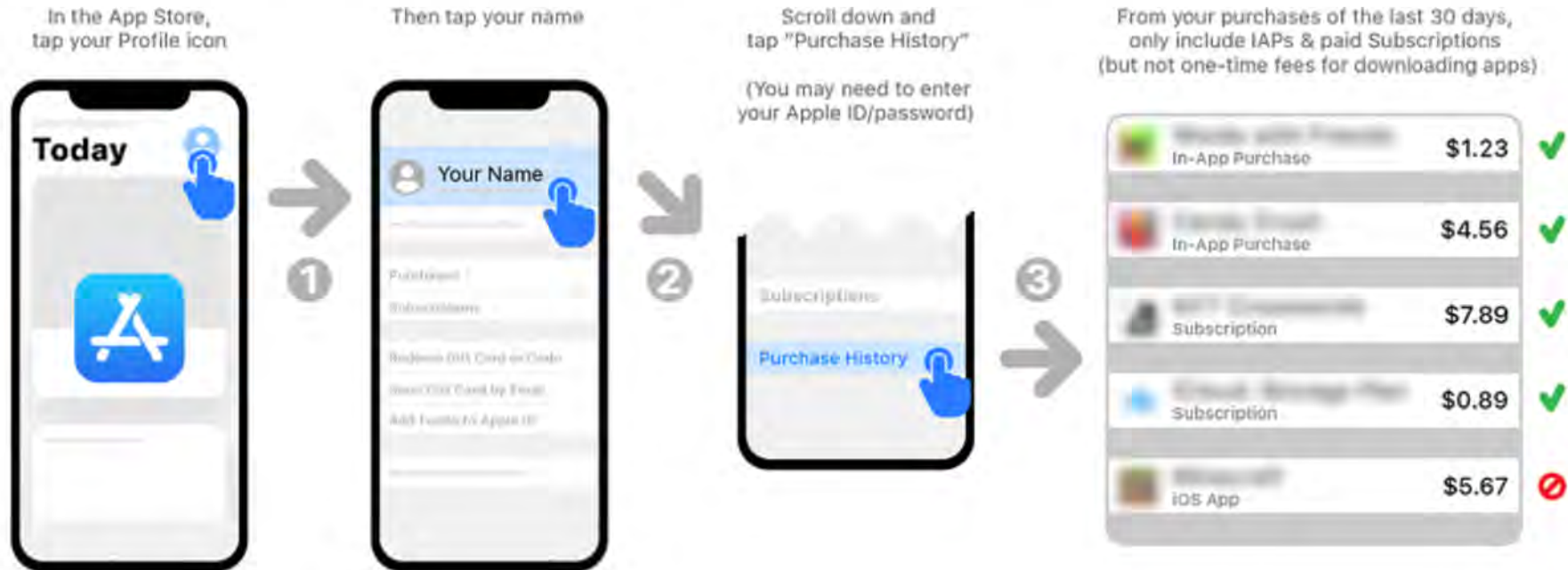
Don't include **one-time fees** paid for downloading **iOS Apps**

You'll be able to access this summary later in the survey.

Continue »

We are now going to ask you about the IAPs/subscriptions you paid for during the past 30 days.

Check your iPhone or iPad to see your recent purchases in your Purchase History. Here's how to get there:



Please go to your Purchase History now as you will need to refer to it for the next two questions.

[Click here to review which purchases we are interested in.](#)

Continue »

Please read the following screens and questions carefully. Your responses to these questions are very important to our research. We want your honest responses – there are no right or wrong answers.

Continue »

From your Purchase History, enter in any purchase amounts for IN-APP PURCHASES and SUBSCRIPTIONS during the past 30 days (so since Dec 31, 2020).

Enter the exact amount of each purchase (including the dollars and cents). Select the purchase type (In-App Purchase or Subscription).

Items labeled as “iOS App” should not be included.

[Click here to review which purchases we are interested in.](#)



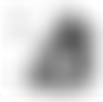


Enter amount	Purchase Type
\$ <input type="text"/>	<input type="text" value="Select one..."/> ▼

☐ I have no payments for In-App Purchases or Subscriptions in past 30 days.

Continue »

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From your purchases of the last 30 days,
only include IAPs & paid Subscriptions
(but not one-time fees for downloading apps)

 Minecraft: Bedrock Edition In-App Purchase	\$1.23	✓
 Candy Crush In-App Purchase	\$4.56	✓
 Netflix Subscription	\$7.89	✓
 Google One Storage Plan Subscription	\$0.89	✓
 Minecraft iOS App	\$5.67	✗

From your Purchase History, enter in any purchase amounts for IN-APP PURCHASES and SUBSCRIPTIONS during the past 30 days (so since Dec 31, 2020).

Enter the exact amount of each purchase (including the dollars and cents). Select the purchase type (In-App Purchase or Subscription).

Items labeled as “iOS App” should not be included.

[Click here to review which purchases we are interested in.](#)

Enter amount	Purchase Type
\$ 2.99	Subscription
\$ 1.05	In-App Purchase
\$	Select one...

☐

Continue »

During the past 30 days:

In-App Purchase spending: \$1.05

Subscription spending: \$2.99

Your total spending: \$4.04

We are now going to describe a situation in which certain aspects of app stores have changed.

Continue »

Think about the same 30-day period you just told us about.

Imagine that, starting 30 days ago, the Apple App Store increased the prices of all IAPs/subscriptions by 5%.

You told us that your spending on IAPs/Subscriptions during the past 30 days was \$4.04. The higher prices mean that the same purchases would have instead cost you \$4.24.

Nothing else about apps or IAPs/subscriptions has changed. Prices at other app stores (e.g. the Google Play store) or websites remain the same.

For your reference, you will see this same information on the next screen, where we will ask you a question about this situation.

Continue »

Recall this situation:

Imagine that, starting 30 days ago, the Apple App Store increased the prices of all IAPs/subscriptions by 5%.

You told us that your spending on IAPs/Subscriptions during the past 30 days was \$4.04. The higher prices mean that the same purchases would have instead cost you \$4.24.

Nothing else about apps or IAPs/subscriptions has changed. Prices at other app stores (e.g. the Google Play store) or websites remain the same.

Thinking about the same 30-day period, would you have made the same purchases of IAPs/subscriptions from the Apple App Store with the higher prices?

- ☐ Yes, I would have made the same purchases and spent \$4.24
- ☐ No, I would have changed my purchases and spent less than \$4.24
- ☐ Not sure what I'd have done

Continue »

What would you have done to spend less than \$4.24 in the Apple App Store?

In considering your response, keep in mind potential costs and time required to shift purchases to other devices. [See more detail.](#)

(Check all that apply)

- ☐ Would have kept my IAP/subscription spending in the Apple App Store but spent less than \$4.24
- ☐ Would have shifted some or all of my IAP/subscription spending to my other existing devices (not my iPhone)
- ☐ Would have shifted some or all of my IAP/subscription spending to a new device (not an iPhone or iPad)
- ☐ None of the above

Continue »

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For example, the cost of the new device and accessories, installing and/or repurchasing apps from a different app store, compatibility with other devices and learning how to use new features of the device and the apps.

and less than \$4.24 in the Apple App Store?

In considering your response, keep in mind potential costs and time required to shift purchases to other devices. [See more detail.](#)

(Check all that apply)

- ☐ Would have kept my IAP/subscription spending in the Apple App Store but spent less than \$4.24
- ☐ Would have shifted some or all of my IAP/subscription spending to my other existing devices (not my iPhone)
- ☐ Would have shifted some or all of my IAP/subscription spending to a new device (not an iPhone or iPad)
- ☐ None of the above

Continue »

To recap the situation:

Past 30 days

Total spending: \$4.04

Situation

Price increase (5%): \$0.20

Same purchases would be: \$4.24

You told us that in this situation you would have spent less than \$4.24.

Enter below your estimate of HOW MUCH LESS you would have spent. In making this estimate, be sure to think about how you would have changed your purchases.

\$

Continue »

To recap the situation:

Past 30 days

Total spending: \$4.04

Situation

Price increase (5%): \$0.20

Same purchases would be: \$4.24

You told us that in this situation you would have spent less than \$4.24.

Enter below your estimate of HOW MUCH LESS you would have spent. In making this estimate, be sure to think about how you would have changed your purchases.

\$

You have entered \$1.10 which means that your TOTAL SPENDING would have been: \$3.14

☐ Yes, this is correct

(If not, please revise your estimated amount and then confirm)

Continue »

To recap the situation:

Past 30 days

Total spending: \$4.04

Situation

Price increase (5%): \$0.20

Same purchases would be: \$4.24

You told us that in this situation you would have spent less than \$4.24.

Enter below your estimate of HOW MUCH LESS you would have spent. In making this estimate, be sure to think about how you would have changed your purchases.

\$

You have entered \$1.10 which means that your TOTAL SPENDING would have been: \$3.14

☒ Yes, this is correct

(If not, please revise your estimated amount and then confirm)

Continue »

You indicated you would have shifted some or all of your IAP/subscription spending to a new device. What type of new device?

(Select all that apply)

☐ A new game console

☐ A new phone (not an iPhone)

☐ A new tablet (not an iPad)

☐ A new computer

☐ Some other new device (specify)

You indicated you would have shifted some or all of your IAP/subscription spending to a new device. What type of new device?

(Select all that apply)

☐ A new tablet (not an iPad)

☐ A new computer

☐ A new game console

☐ A new phone (not an iPhone)

☐ Some other new device (specify)

Why did you indicate that you would have spent \$3.14 instead of \$4.24?

(Select all that apply)

☐ I didn't want to spend any more than I already had been spending

☐ I felt that I could eliminate purchases that I didn't really need

☐ I only wanted to show my displeasure with the price increase

☐ Other (please specify)

Why did you indicate that you would have spent \$15.78 instead of \$16.78?

(Select all that apply)

☐ I only wanted to show my displeasure with the price increase

☐ I didn't want to spend any more than I already had been spending

☐ I felt that I could eliminate purchases that I didn't really need

☐ Other (please specify)

Survey Completed - Thank You

Those are all the questions we have for you today. Thank you for your participation.